

PHILIP MORRIS U.S.A.

INTEROFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017

TO: Mike Rucker

DATE: March 30, 1990

FROM: Elizabeth Egan

SUBJECT: Test Market Circulation - BUCKS

The test market circulation for media delivered programs,
translated from the national plan, are as follows:

<u>Promotion</u>	<u>Circulation</u>	<u>Direct</u>
Bucks for Zip	1.027mm	FSI
	396m	magazine
	<u>1.423mm</u>	
An Easy Buck	1.027mm	FSI

Any questions, please call me on extension 2786.

Beck

cc: A. Goldfarb

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